

## MY PERSONA

Nicknames are considered to be alter egos of a kind, well mine is not. And not to blow my horn, but I am as my name reads—***Diamond***.

Sharply cut, angled with precision, and shinny. That's how my work is produced, and though some of my ideas may still need to be processed and polished, they are diamonds nonetheless.

I've been obsessed for the visual aesthetics for the last 10 years, at this point in my life i'm focusing my career in the UX/UI Crafting & Product Design while taking advantage of my advertising and business background.

I'm **curious driven**, always.

## WHERE I WANT TO BE

At a place with room to grow and filled with people to learn from. Somewhere where the crafting quality is a priority and also the design team has a big responsibility in the decisions related with the business model and the final product.

## SKILLS

### Product Design

User research, product definition, needs hierarchization, MVP

### UX:

Wireframes, user story mapping, usability, information architecture, documentation, user testings: heatmaps analysis, a/b testing, recordings. user centered design, client relationship/checkpoints

### UI:

Functionality, visual aesthetics, pixel perfect, prototypes, responsive design, mobile first, mockups, Q&A

### Art Direction:

- Creative Conceptual Thinking
- Branding
- Storytelling

### Front End:

- HTML5, CSS3, SASS, JS
- Frameworks: Bootstrap, JQuery, Learning: Angular 2

### Software:

- Advanced knowledge of Sketch, Adobe Creative Suite (AI, PS, Pr and AE), InVision, Craft and Zeplin
- Sublime, GIT

### Tools:

SCRUM methodology | Sprint Design

**Secondary Skills:** Advertising, Project Management

**Complementary Skills:** Grammar Nazi and Gamer

## WHERE I'VE BEEN

### Head of Product Design

(may '16 - today)

NearBPO - Mexico City, Mexico

- Design of new features and updates from concept to release
- Design visual interfaces, user flows, and compelling interactions
- Translate complex ideas into simple, usable intuitive designs
- Work closely with front/back-end developers
- Explore and experiment with the actual products
- Translate web app features to native mobile

### UX

- User Story Mapping
- Benchmarking
- User Flow
- Wireframes
- Information Architecture
- User Testing: Heatmaps, recordings, A/B
- Documentation
- Prototyping
- Human centered design

### UI

- Mockups
- Branding
- Storytelling
- Progressive & Responsive Web Design
- Native Mobile (iOS & Android)
- iOS Human Interface Guidelines
- Material Design Guidelines
- Design best practices

### Product Design

- CMS
- FinTech (accounting administration)
- Point of Sale
- E-commerce
- Notifications

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### UI/UX & Front End

(sep '15 - april '16)

Osom - Mexico City, Mexico

### Product Design

- Taxes & Invoices Administration
- Name finder & discovery app for future moms
- E-commerce buying experience

### UX/UI

- Conceptualization from scratch
- Client relationship
- Documentation
- Persona creation
- Information Architecture research and application
- Benchmarking
- Wireframes
- User flow
- Heatmaps
- A/B Testing
- Lean UX
- MVP design and testing
- User Centered Design
- Mobile First Design
- Mailings Design

### Front End

- Responsive websites
- HTML5, CSS3, JS, Bootstrap
- Mobile

### Product Design

- Planning, Conceptualization & Creation of Social Media Strategies
- Social Media Planning, Creativity & Art Direction
- Keynotes Design

Branding, creative copywriting & art direction  
Social media planning, creativity & art direction

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### Product Designer & Growth

(apr '14 - may '15)

Workshout MX - Mexico City, Mexico

### Product Designer

- Customer Experience & Journey design
- UX
- Sales flow
- New Business
- Workflows definition
- Project management
- Outlines design and coordination
- Headhunting

### Creative

- UX/UI
- Art Direction
- Planning Strategies
- Social Media Planning

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### Business Development & Growth

(apr '11 - apr '14)

Miami Ad School - Mexico City, Mexico

### Product Design

- Client Relationship (sales and tailored design)
- Research and implementation of new business ideas: shorter programs focused on creatives looking for specific skills improvement (until today a current ongoing product)
- Increase of 25% in sales
- Headhunting
- Creation of specific programs for clients looking for specific internal improvement. Being part of the process the whole way, since talking with the client until the delivery of the diplomas
- Each course implied a rise of almost 25% of the monthly regular income

### Art Director

- UX/UI
- Information Architecture
- Branding

### Head of Growth

- Social Media Planning
- 90% of new customers reached by digital marketing
- SEO (#3 advertising school in Google's rank in less than 1 year)

### Team Lead

- Managing team performance and progress
  - Monitoring the deadlines of the projects
  - Ensuring an inspiring and communicative working environment
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## LECTURES GIVEN BY ME

- UX/UI
- Information Architecture
- Branding

## FREELANCES

- Art Direction @ Grey Mexico
- Community Management @ VML
- Art Direction @ TERAN\TBWA
- Social Media Content Management, SEO & Google/Facebook Analytics

## STUDENT KNOWLEDGE

- Front End Bootcamp @ Dev.F. (CDMX)
- Art Direction Portfolio Program @ Miami Ad School (CDMX - Hamburg)
- Communication Degree @ CUC (CDMX)

## WORDS KNOWLEDGE

- **Spanish:** Native Mexican Filled with Slang.
- **English:** Swag fluent.
- **Portuguese:** I didn't die from starvation when I got lost drunk in Brazil.

## LET ME FILL THIS SPACE

1. I'm obsessed with zombies and science fiction.
2. I use the mouse with the left hand even when I'm right handed for everything else.
3. I'm an amateur magician.
4. Once I read a 387 pages book in two days.
5. I used to be an amateur bartender.
6. I finished Metal Gear Solid 8 times (maybe 10).
7. I quit smoking in one day.
8. Easily I can drive my motorcycle for 12 hours in a row.
9. I think "vermelho" ("red" in Portuguese) is the most delicious word ever.
10. I used to be a hardcore excel user.
11. For the last 4 years I've earned the opportunity of having scholarships and not paying a dime for my education, and I like learning quite a lot. So I've saved around 30K and still looking for more.

## LET'S HAVE A GOOD CUP OF "THIS GUY IS MY GUY" KIND OF:

[hardcorebobbyd@me.com](mailto:hardcorebobbyd@me.com)

Just click it man, I know you want to.

[Bobby on LinkedIn](#) | [Bobby on Facebook](#)

Again, my portfolio:

<http://hardcorebobbyd.github.io>

And here: have my [blog](#). Because hell yeah!